



SQUASH AND THE 2020
OLYMPIC AND
PARALYMPIC GAMES

**"I WOULD HAPPILY TRADE
ALL MY SIX WORLD TITLES
FOR OLYMPIC GOLD"**
NICOL DAVID

**"J'ÉCHANGERAIS SANS
HÉSITER MES SIX TITRES
MONDIAUX CONTRE UNE
SEULE MÉDAILLE D'OR
OLYMPIQUE"**
NICOL DAVID



WORLD
SQUASH

WSF

SQUASH ON THE OLYMPIC GAMES PROGRAMME

SQUASH
A NEW SPORT FOR
2020



Information Digest

ICONIC LOCATIONS



**WORLD
SQUASH**

WSF



January 2014

SQUASH ON THE OLYMPIC GAMES PROGRAMME

It has been an honour to have the opportunity to present the case for squash to the Olympic Programme Commission, to the IOC Executive Board, and in September to the IOC Congress in Buenos Aires.

There have been extended questionnaires, inspections and evaluations, films and other materials prepared, and of course many discussions about what we believe is the added value that squash can bring as a new sport for the evolving Programme of the Olympic Games.

I will not re-state the case here as the pages that follow will do that. May I simply offer this information digest for review and emphasise that I am at the disposal of all to provide any more details as needed.

Thank you for your consideration.

Yours in sport,

N Ramachandran
President, WSF

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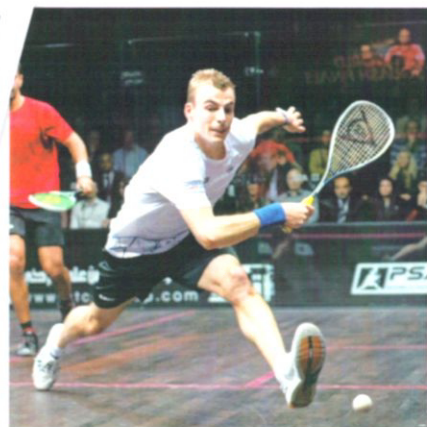
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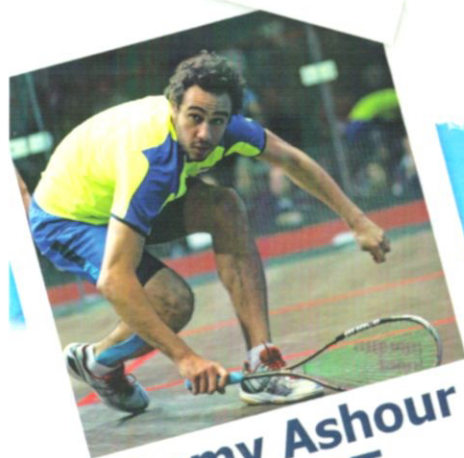
Cameron Pilley
AUSTRALIA



Nick Matthew
ENGLAND



Miguel Angel Rodriguez
COLOMBIA



Ramy Ashour
EGYPT



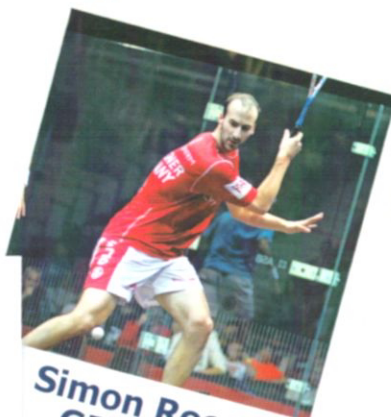
Saurav Ghosal
INDIA



Laurens Jan Anjema
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Alister Walker
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GERMANY



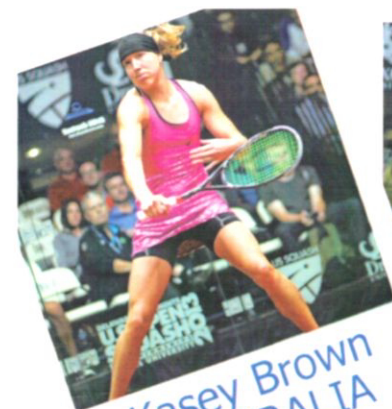
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SOUTH AFRICA



Borja Golan
SPAIN



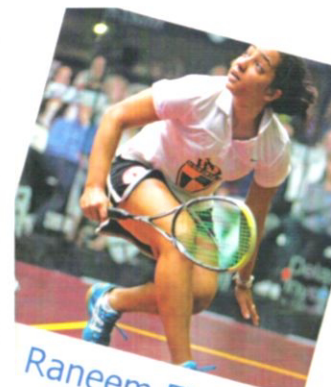
Gregory Gaultier
FRANCE



Kasey Brown
AUSTRALIA



Line Hansen
DENMARK



Raneem El Welily
EGYPT



Laura Massaro
ENGLAND



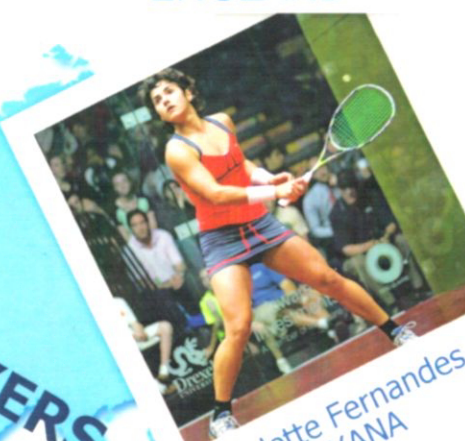
Camille Serme
FRANCE



Annie Au
HONG KONG



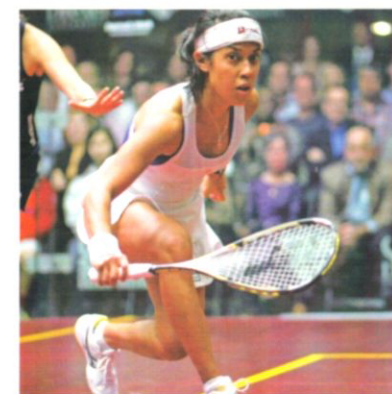
Joelle King
NEW ZEALAND



Nicolette Fernandes
GUYANA



Natalie Grinham
NETHERLANDS



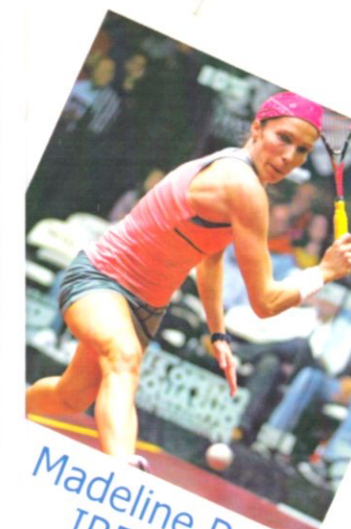
Nicol David
MALAYSIA



Dipika Pallikal
INDIA



Amanda Sobhy
USA



Madeline Perry
IRELAND

TOP TWENTY PLAYERS
TRULY GLOBAL

TOP TWENTY PLAYERS
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SQUASH ON THE OLYMPIC GAMES PROGRAMME

INFORMATION DIGEST

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1 THE EVENTS

i Event Outline:

Men's and women's **singles** championships.
32 male and **32 female** athletes in separate **knockout** events.

The very best athletes in the world would be in head-to-head competition played on two state-of-the-art all-glass courts surrounded by arena seating.

ii Event Rationale:

The knockout format is easily integrated into the Olympic Games Programme and would involve only:

--- **64 athletes**

--- **24 officials**

--- **2 glass courts**

--- **Low-cost infrastructure**

Individual knockout events are also the mainstay of the men's and women's professional tours. The knockout format is that most often experienced by our best players and is exactly the same format as used in squash's major events, including the World Championships and other major Games in which squash features.

The knockout format would provide an **intense programme, maximising excitement for media and fans**, and demonstrates the natural **gladiatorial** nature of the sport.

Broadcast and presentational innovations introduced in recent years would further enhance engagement with viewers and spectators. Specifically, **multi-camera HD production coverage with enhanced audio provision and strong theatrical presentation** will ensure a dynamic broadcast experience.



iii Competition Format

Six days of competition in total, (although it would be possible to stage the events in five days if required, if a third court were used initially).

- Day 1:** 8 men's and 8 women's first round matches (half of draw).
- Day 2:** 8 men's and 8 women's first round matches (other half of draw)
- Day 3:** 8 men's and 8 women's second round matches.
- Day 4:** 4 men's and 4 women's quarter-final matches.
- Day 5:** 2 men's and 2 women's semi-final matches.
- Day 6:** 1 men's and 1 women's Final and play-offs (Medal matches).

The compact format and short construction times to erect glass courts would allow squash to share a venue with another sport if required, while still providing **twelve or more spectator sessions**.

The flexibility offered by all-glass courts which are quick and **cost-effective to construct** enables the tournament to be staged in an **existing or new arena**, or at an **iconic location** that can showcase the host city.

iv Proposed Qualification System

Maximum per nation

A maximum of two athletes are able to compete from any one country in each of the male and female competitions.

Draw composition

The proposed composition of each draw could be as follows:

- 14** places based on world rankings
- 10** selected by reference to regional championships
- 4** IF wild cards
- 3** regional wild cards
- 1** host country place

32 Total

v International and National Technical Officials

The maximum number of international and national technical officials required to officiate the competition would be:

- 20** International
- 4** National

Maximum Total 24

vi Athlete Participation

A Memorandum of Understanding has been signed by representatives from the WSF, and the men's and women's tours declaring that players will compete in the Olympic Games if selected. The declaration also states that the Olympic Games and necessary qualification tournaments would be protected in the tour calendars.

The world's top 60 male and female squash players, including the current top 10, have also pledged their unequivocal support for the bid for squash to become an Olympic sport and have signed a declaration stating that **"an Olympic gold medal would be the ultimate prize in squash."**

The squash family is committed to ensuring that the Olympic Games are the absolute pinnacle for the sport, and all the top players would automatically compete as they already do in the Asian Games, Pan-American Games, Commonwealth Games and other representative opportunities. **To compete in the Olympic Games is the ultimate dream for all our players.**

vii Event Presentation

Improving the arena, spectator and broadcast experience have been squash's major priorities over recent years. **A host of innovations** have been introduced including **all-glass courts which now feature new side door entrances, glass floors, humidity control through the front wall, luminous court lines that can be enhanced and diminished during play and under-floor LED lighting**. Substantial resources have been invested to enhance the overall presentation of matches, including the use of innovative sound and light shows and MCs to build atmosphere and engagement.

In-venue presentation includes large TV screens showing **play, super slow-motion replays, graphics with statistics together with Television Match Official review decisions. Hawkeye and Virtual Spectators Squash Trac type graphics** are increasingly used at major tournaments to further **enhance the broadcast and spectator experience**.



viii Venue

The venue would feature **two all-glass courts**, with seating surrounding them. **Each court could have up to 4,000 seats.** The courts can be split within the venue, each having its own arena, or sited side by side in one arena, depending upon venue shape and size.

There is no mandatory requirement for warm-up courts, as the match courts would be used in the morning for practice. Warm-ups and warm-downs would take place in a non-public room or area within the venue.

ix Technical

Technical requirements of competition and warm-up venues

The technical requirements of WSF competition and warm-up venues include:

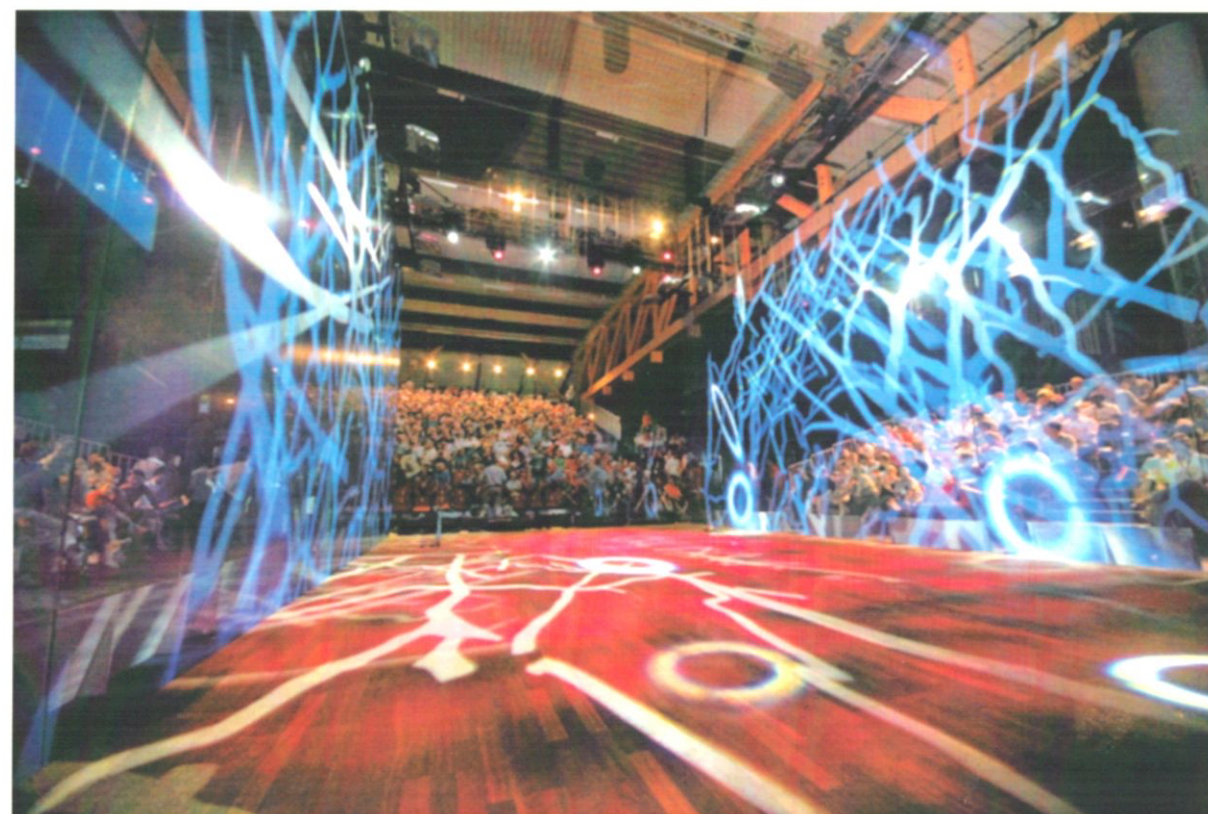
Competition

Arena heating and air conditioning as necessary

Presentation and broadcast are covered in WSF Championship Regulations and in outline include WSF Accredited Glass-courts, display, seating and general FOP requirements, along with features such as big screen feeds, electronic referee scoring, referee review technology, light and sound presentation.

Warm-up

There is no mandatory requirement for warm-up courts, as the match courts would be used in the morning for practice, although ideally two practice courts would also be available at the venue.



2 WHY SQUASH?

i General Rationale

Squash can add something special to the Olympic Games. It is a growing, global sport played in 185 countries on over 50,000 courts by men and women of all ages, with well-established and expanding men's and women's tours spanning the globe.

Squash is clean, abides by the WADA Code and is gladiatorial, requiring peak fitness and strategy to excel.

Squash can showcase host cities given that glass courts can be placed in almost any environment at low cost.

Squash can be easily integrated into the Olympic Games and the knockout format provides an intense programme, maximising excitement for media and spectators.

Squash is increasingly popular in emerging markets such as India, Malaysia, China, Eastern Europe, Africa and Egypt. Its inclusion would offer medal prospects for nations that traditionally have won few Olympic Games medals.

Squash continues to embrace innovation to enhance the spectator and viewer experience. Fans feel closer to the action with creative venue design, the latest lighting technology and music to build atmosphere and excitement.

Squash has its own cutting-edge broadcast unit which is radically enhancing the viewer experience; and our sport now offers the Olympic Games an exciting broadcast and spectator product.

Squash in the Olympic Games would provide a huge boost to the WSF's youth development ambitions, help grow the profile of squash globally, unlock state funding for the sport in schools and attract new commercial partners to squash. The effect of all this would be to attract new players and spectators to squash and build on the exciting initiatives that have been put in place in recent years, such as inflatable courts and urban squash.

Squash would receive a catalyst for grassroots, women and junior player development. Additional resources would be used specifically at the youth level for the roll-out of inflatable courts, new junior coaching programmes, further development of links to community squash clubs and spreading Olympic Movement values to new markets.



Squash would be empowered to manage an enhanced WSF Development Programme globally that would help ensure the growth of the sport in the longer term. Olympic inclusion would also enable the WSF to continue to grow its worldwide events calendar across junior, men's and women's tournaments to further build the profile of squash and increase the exposure of new fans to squash.

Squash would offer a legacy benefit for the host nation from two all-glass show courts that can easily be transported and used for events in that country.

ii History and Tradition

Squash began to be played in the 1830's and really began to grow from its traditional areas after the 1950s. Some national bodies are one hundred years old. In 2013 the Dutch Federation celebrated its' 75th anniversary, for example.

iii World Championships

	SENIOR		JUNIOR	
	Men	Women	Men	Women
First championship	1967	1979	1980	1981
Number held to date	41	29	20	19
Current Frequency	Every Year	Every Year	Every Year	Every Year



iv Other Multisport Games

	Times on the Programme
World Games	3
Commonwealth Games	4
All - Africa Games	1
Asian Games	4
Pan-American Games	5

v Continental Championship Participation

Number of national federations that participated in the last two Continental Championships:

	MEN		WOMEN	
	Previous	Last	Previous	Last
AFRICA	6	10	6	7
AMERICA	14	17	14	17
ASIA	13	15	7	8
EUROPE	30	22	28	22
OCEANIA	7	7	5	5
TOTAL	70	71	60	59



vi Universality

The WSF has 135 member national federations corresponding to NOCs:

	2005	2008	2013
AFRICA	13	18	21
AMERICA	26	26	28
ASIA	22	26	28
EUROPE	35	37	40
OCEANIA	7	7	8
TOTAL	103	113	125

The number of WSF-affiliated national federations that organise annual national championships:

AFRICA	23
AMERICA	31
ASIA	31
EUROPE	41
OCEANIA	9
TOTAL	135



vii Global Spread of Excellence

Number of countries that won medals at the last two World Championships

	MEN		WOMEN	
	Previous	Last	Previous	Last
Africa	2	1	1	1
America	0	0	1	0
Asia	0	0	1	1
Europe	1	2	1	1
Oceania	1	1	0	1
No. of Medals Awarded	4	4	4	4
Countries winning Medals	4	4	4	4
Continents Winning Medals	3	3	4	4

3 MEDIA

i Television Coverage

Number of countries where the last two World Championships were broadcast:

	MEN		WOMEN	
	Previous	Last	Previous	Last
AFRICA	53	53	2	2
AMERICA	4	25	4	25
ASIA	16	19	12	19
EUROPE	53	53	5	16
OCEANIA	3	3	2	1
TOTAL	129	153	25	63

Number of countries that paid for the rights to broadcast the last two World Championships (WC):

	MEN		WOMEN	
	Previous	Last	Previous	Last
AFRICA	52	53	2	2
AMERICA	4	25	4	25
ASIA	16	19	12	19
EUROPE	53	53	5	16
OCEANIA	0	1	2	1
TOTAL	125	151	25	63

ii Digital Media

Number of visits to the WSF official website:

	2011	LAST WC
AVERAGE DAILY NUMBER OF UNIQUE VISITS	10,712	27,292
AVERAGE DAILY NUMBER OF PAGES VIEWED	69,601	154,825

iii Social Media

a. Number of fans/followers:

	1 JULY 2013
NUMBER OF FACEBOOK FANS	79,436
NUMBER OF TWITTER FOLLOWERS	32,000

b. Other social media activity

Squash TV provides the platform for streamed TV-quality production of events from around the world. Since its launch in 2010, Squash TV has produced and **streamed over 1,000 matches**. Squash TV also links very closely with Facebook and Twitter platforms delivering live scores, the latest news and results, as well as player comments direct to fans around the world, meanwhile the **YouTube** viewership has gone up in 12 months to Nov 2013 from 400,000 to **8.5 million**.

4. GENERAL INFORMATION

i Popularity

Steps taken to increase the appeal of the sport include:

Young people

Through each national federation, the WSF has local coaching programmes in clubs globally. These encourage young people to play the sport, from urban programmes and school initiatives through to team events for more advanced juniors.

When a Tour event is staged in a city, the national federation links to the event and provides time for juniors to meet professionals and receive training.

Media

The decision by Tours to manage TV production of events through the sport's own SquashTV production set-up has led to consistency and significantly enhanced quality in the filming of squash. This has led to more mainstream channels regularly taking footage and has had a positive knock-on effect with both print and social media regarding promoting the sport.

Sponsors

Close links between the professional tours and the WSF have brought about a very structured sport where everybody is closely aligned in the general promotion of squash at all levels. This has in turn led to more major sponsors being attracted to the sport.

Sponsors are being particularly positive towards the new ways the sport is being presented in-venue and via broadcast

ii Athletes Representation

Athletes' Commission

WSF has an Athletes' Commission whose members are both appointed by the federation and elected by their peers.



iii Fight against doping

The WSF is fully compliant with the World Anti-Doping Code.

Number of out-of-competition tests:

	OVERALL NUMBER	CONDUCTED BY THE WSF	% CONDUCTED BY THE WSF
2012	35	30	100%
2013	34	30	100%

Anti-doping rule violations that led to a sanction:

	OVERALL NUMBER
2012	0
2013	0

iv Transparency and fairness in play

Code of Conduct

The WSF has a Code of Conduct for technical officials and referees.

Sanction System

The WSF has a sanction system for technical officials and referees.

Integrated Disciplinary Process (IDP)

The WSF has an IDP that ensures that the disciplinary processes at all levels of the sport, from national through to continental and world level, embracing the Tours and is integrated.

Fairness and objectivity of competition

The WSF has taken the following steps to ensure that the outcome of competitions is as objective and fair as possible:

a. Impact of judging on results

Results come from straight forward scoring. Referees, thus, have a low impact and are only involved where a judgement is needed in respect of the Rules of the Game, as well as ensuring fair and continuous play and good behaviour as matches progress.

b. Judging / refereeing system

The WSF uses the three-referee system, which features a central referee and two side referees who work together as a team. Decision-making involves a majority decision. The central referee controls the match and is responsible for ensuring that the three referees apply consistent standards.

c. Video review

For major events, a video review system is used, featuring slow-motion replays.

SQUASH FACT SHEET

TRADITION

The **origins** of the sport can be traced back as long ago as the **1830s**.

UNIVERSALITY

Squash is played on around **50,000 courts** in no less than **185 countries**.

Courts can be found as far north as Longyearbyen (Svalbard) inside the Arctic Circle, and Ushuaia at the bottom tip of South America.

There have been **both male and female** World Champions from **every** continent.

STRUCTURE

The World Squash Federation (WSF) has **five regional federations** and **143 member nations** in one streamlined entity.

MAJOR GAMES

Squash features in major Games except the Olympic Games; including Asian, Pan American, Commonwealth.

CHAMPIONSHIPS

World Championships this year and next are to be played in France, Poland, Namibia, Canada and Malaysia.

PROFESSIONAL TOURS

Last year **47 countries** hosted Tour events, featuring players from **74 nations**.

JUNIORS

The **WSF World Junior Circuit** for boys and girls embraces World, Regional and National Junior Opens and incorporates World Junior Circuit rankings.

GENDER PARITY

Squash has **full gender parity** and has already begun to offer **equal prize money** for 'majors'.

ANTI-DOPING

Squash is **100% WADA compliant**.

BROADCAST

SquashTV is our bespoke production equipment and staff that travels to all major events to provide broadcast output, ensuring quality and consistency. Major broadcasters such as Fox, Sky, Al Jazeera and others have broadcast agreements.

The last World Series Finals were shown live in 47 countries in Europe by Eurosport. **Super HD** is being trialled currently.

INNOVATION

Not only in broadcast but in court design too; state-of-the-art all glass show-courts enhance presentation with floor cooling ducts, glass floor options, and side door entry, for example.

GOOD FOR THE GAMES

Two singles draws means **only 64 athletes** added – split equally between **men and women** of course. The addition of **just two Gold medals**.

Squash is an **inexpensive** addition to as an existing venue can be utilised – or an outdoor venue can be considered to showcase the host city as Horse Guards Parade did for London 2012, for example.

PARA SQUASH

Deaf squash is well established including World Championships. Wheelchair squash has been trialled.

GREAT FOR THE ATHLETES

An Olympic medal would be the **pinnacle of achievement** for every squash athlete. Nicol David, seven times Women's World Champion has said that she would exchange all of them for just one Olympic Gold!

A NEW VITALITY FOR THE GAMES

Squash is a sport that would bring something **new** for an **evolving Olympic Games Programme**.

SQUASH IS NEW, SQUASH IS READY



